

Assemblyman
PAUL KORETZ
Forty-second Assembly District



proudly representing the communities of West Hollywood, Beverly Hills, Los Angeles, Century City, Westwood, Bel Air, Brentwood, West Los Angeles, Hollywood, Hancock Park, Universal City, Studio City, and Sherman Oaks

FOR IMMEDIATE RELEASE
September 24, 2004

Contact: Teresa Stark
916-319-2042
916-715-2203 (cell)

Koretz Lauds Signature on Legislation Protecting Shoppers
AB 1721 ensures consumers will pay the lowest price posted for an item

(Sacramento) – Today Governor Schwarzenegger signed legislation by Assemblyman Paul Koretz (D-West Hollywood) which requires retailers to charge the lowest price posted for an item. Assembly Bill 1721 was introduced to address a longstanding problem in the marketplace where retailers fail to remove sale price tags from their shelves, yet charge the consumer the regular higher price for the product.

"The enactment of this bill is a real victory for consumers who have been duped by a posted sale price. All of us have picked up an item because it was on sale, only to be charged the regular price at check-out," said Koretz. "Assembly Bill 1721 makes it clear that when retailers leave expired sale tags on an item, that is the price they must honor."

While many consumers may have believed this was already required, retailers were able to circumvent current law by including an inconspicuous expiration date on the sale sign. This new law will close that loophole by requiring retailers to charge the lowest posted price regardless of whether there is an expiration date.

AB 1721 will encourage retailers to promptly remove expired sale tags from their shelves, resulting in hundreds of thousands of dollars in savings to unsuspecting consumers. The measure does not create any new costs for businesses--it only discourages deceptive marketing practices. It is designed to protect both consumers and the great majority of businesses who are responsible.

"This measure creates a level playing field for the California retailers who already abide by the policy that the consumer is entitled to receive the lowest price advertised for an item," noted Koretz. "Consumers have a right to expect honesty in the marketplace."

The measure passed the Legislature with the support of a broad coalition including district attorneys, consumer groups, and local governments. Koretz worked very closely with representatives of California Retailers' Association and the California Grocers' Association to craft a consensus bill, which had no opposition.

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